



RHODE ISLAND HEALTHCARE & LIFE SCIENCE TRADE MISSION TO ISRAEL

November 8-16, 2013



Led by Dr. Michael Fine, Director, Rhode Island Department of Health

Date

November 8 –16, 2013

Cost

\$3,000* per company
(less than 250
employees)

\$5,000*per company
(greater than 250
employees)

(*Does not include travel
expenses.)

\$500 extra for each additional
participant

Registration

Registration and down
payment due by
September 27, 2013

For More Information

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Join Dr. Fine on this business and fact-finding mission to explore the opportunities in the field of Healthcare and Life Sciences in Israel.

Over the last decade, Israel has introduced a wealth of groundbreaking and valuable innovations in Healthcare and Life Sciences. They are supported by the government and a strong foundation of academic excellence, including some of the world's leading research institutes, renowned R&D facilities and cutting-edge medical centers. Israeli companies, research institutions, and academic centers are eager to establish collaboration with U.S. companies.

This is a great opportunity for Rhode Island and Israeli healthcare providers and healthcare-related businesses to exchange ideas, learn from one another, and develop joint ventures. We are all focused on improved public health outcomes, reducing healthcare costs, and improving the healthcare experience for patients. Programs such as this generate important collaborations that have a lasting impact on our healthcare system.

Dr. Michael Fine, Director, Rhode Island Department of Health

Meet Key Government Decision-Makers and Business Partners

Mission participants will meet with key contacts in the Israel Healthcare & Life Science industry including key government officials from the Ministry of Health, Industry and Trade Labor, and Office of the Chief Scientist. The trip includes visits to medical, bio-medical, and pharmaceutical facilities, medical schools, Life Science incubators and EMS facilities.

Mission Objectives

- Increase Rhode Island Healthcare and Life Science related business exports
- Develop R&D collaboration between Rhode Island private/public companies in the field of Healthcare and Life Science and Israeli counterparts.
- Learn how the Israeli Universal Healthcare System delivers high quality healthcare at lower cost and explore the Israeli broad use in medical applications.

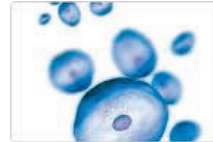
Who Should Participate:

- CEOs
- R&D Executives
- Top Management in Healthcare and Life Science industry
- Heads of Universities and Departments
- Hospital administrators and Physicians

"To really succeed in Israel you need to experience the country itself. You can exchange emails and have conference calls– but if you don't travel to Israel, you'll never understand the essence. Visiting clients in Israel is the business equivalent of seeing a concert in person, as opposed to being told about it. The energy and the opportunities are real and to truly understand business in Israel, you must see the live show." Todd Blair, Director of Sales, BioMedical Structures, LLC

Israel Healthcare & Life Science Market Opportunities

- Israel's total number of granted patents for medical devices positions it in first place world-wide in patents per capita, and number four in the world in the absolute number of patents approved in 2010.
- Israel's thriving life sciences industry is world-renowned for its groundbreaking innovations, ingenuity and creativity. It is home to about 1,000 Life Science companies and more than 400 medical device companies, with 80 new companies being formed each year. This presents a huge potential market for Rhode Island companies for exports and collaboration.
- Israeli company researchers are constantly looking to partner with U.S. companies, academic institutions, and hospitals to jointly develop products to be brought to market.
- Israel has a large number of companies in the field of Healthcare and Life Science. This presents a business opportunity for venture capitalists and companies who are looking for technology partnerships.
- Teva, the world's largest generic pharmaceutical company, has been investigating new technologies and is actively seeking new business opportunities and partnerships.
- Israel is a world leader in the utilization of IT for healthcare purposes. An astonishing 100% of primary care physicians in Israel use computerized patient records.
- Israel's 100% Universal Healthcare System delivers high quality healthcare at lower cost. This provides learning opportunities for Rhode Island companies and medical institutions.



"The Israeli market presents an exciting opportunity for Aidance Skincare and our divisions for distribution of our wound care products for humans and animals as well as our therapeutic skin care products for mass market distribution. Our meetings on this trip have primarily focused on equine wound healing, meeting with vets and distributors and laying the foundation for distribution of our products to the Healthcare industry."

*David Goldsmith (Vice President, Aidance Skincare)
on the 2011 mission to Israel*

*"The Israeli Trade Mission was extremely well coordinated and made it possible to target and meet with numerous companies, universities and other organizations efficiently on a tight schedule. The introductions and contacts made are promising." Katie Gordon, Ph.D.
Managing Director, Technology Ventures Office,
Brown University, on the 2011 mission to Israel*

For more information contact:

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to New England

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